

## **Who we are**

This Privacy Policy governs the manner in which Ride Lake Superior collects, uses, maintains and discloses information collected from users (each, a “User”) of the www.ridelakesuperior.com website (“Site”). This privacy policy applies to the Site and all products and services offered by the Ride Lake Superior.

## **What personal data we collect and why we collect it**

### **Contact forms**

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via email or through direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our business, other than as necessary to fulfill your request, example: send travel information.

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

### **Cookies**

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you have an account and you log into this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select “Remember Me”, your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

### **Embedded content from other websites**

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

## **Analytics**

### **Who we share your data with**

We do not share your data submitted through the contact forms with any third parties.

### **How long we retain your data**

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

We follow generally accepted standards to store and protect the personal data we collect, once received and stored using encryption where appropriate.

We retain personal data only for as long as necessary to provide the service you have signed up for and thereafter for a variety of legitimate legal or business purposes.

If you have any questions about the retention or security of your personal data, you can contact us at [ridesuperior@gmail.com](mailto:ridesuperior@gmail.com)

### **What rights you have over your data**

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obligated to keep for administrative, legal, or security purposes.

## **Additional information**

### **How we protect your data**

We take precautions to protect your information. When you submit information via the website, your information is protected both online and offline.

Wherever we collect information, that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for “https” at the beginning of the address of the web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees/owners who need the information to perform a specific job

are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

## **What third parties we receive data from**

### **Website analytics.**

We use multiple web analytics tools provided by service partners such as Google Analytics and Facebook Tags to collect information about how you interact with our website which includes what pages you visit, what site you visited prior to visiting our website, time you spend on each page, what web browser and operating system you use and IP information. We use the information provided by these tools to improve our website. These tools place cookies in your browser to identify you as a unique user the next time you visit our website. Each cookie cannot be used by anyone other than the service provider (ie: Google for Google Analytics). The information collected from the cookie may be transmitted to and stored by these service partners on servers in a country other than the country you reside. Though information collected does not include personal data such as name, address, billing information, etc., the information collected is used and shared by these service providers in accordance with their individual privacy policies.

### **Third-party websites.**

Our website contains links to third-party websites. We are not responsible for the privacy practices or the content of third-party sites. Please read the privacy policy of any website you visit.

## **Changes to this privacy policy**

Ride Lake Superior has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

## **Your acceptance of these terms**

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

## **Contacting us**

If you feel that we are not following this privacy policy, you should contact us immediately via telephone at 1-800-263-2546 or by email at [ridesuperior@gmail.com](mailto:ridesuperior@gmail.com)

*Updated May 24th 2018*